

Liberty Day for Liberty Bonds in Liberty Land

The Liberty Bond As A Token of Sacrifice

By Garret Garrett

ALCIBIADES said of the Spartans that before they would move you had to make their blood run cold. He was not selling Liberty Bonds, but he meant literally the very things which Liberty Bonds in this day represent.

After six months at war we are still fat, comfortable and untouched. The stomach is jealous and we complain of prices. Our skins are spared. Our conglomerate imagination is heavy and slow. Nothing has happened to make our blood run cold.

To sell \$3,000,000,000 4 per cent war bonds it is necessary to waste the time and the energy of thousands of efficient social units who might otherwise be doing some useful thing. It is necessary to have a Liberty Day, apart from other days, and to devise unique means of appealing to the emotions of the people—such, for instance, as freaking the front page of The Tribune this morning.

Since the second Liberty Loan campaign opened, news has been received of the successful closing of the seventh German war loan. The amount subscribed was more than three billion dollars. From the beginning of the war to date 65,000,000 German people have loaned their government more than twenty-two billion dollars. Their blood has run cold.

In the same time, 47,000,000 English people have loaned their government nineteen and a half billions.

In the same time 40,000,000 French people have loaned their government fifteen billions.

But 100,000,000 people in the United States, with nearly three times the wealth of Great Britain, four times the wealth of France and three times the wealth of Germany, make a great to do about lending three billions to their government!

Why?

Partly, as we have said, because they have not felt the war; but it is owing partly to the fact, besides, that the Liberty Loan has been treated as a problem in finance. It is not that at all. It must be an achievement in sacrifice. That or nothing.

One ought not to buy a Liberty Bond as a good investment.

One ought not to buy a Liberty Bond because it is an attractive way to save money.

One ought not to buy a Liberty Bond through a sense of duty, which gives afterward the feeling of merit acquired.

One ought not to be proud of having bought a Liberty Bond, though every slacker will live to be ashamed of not having done so.

For none of these reasons ought one to buy a Liberty Bond.

The only good reason is that one believes in one's country as in one's self and is willing to make any sacrifice for it.

A Liberty Bond should be the token and measure of what one has done without in order that there should be more for the army, the navy, the munitions workers and the Allies. One whose Liberty Bond does not definitely represent some personal sacrifice—something that one has not had to eat or to wear which otherwise one might have had—then it is not a Liberty Bond really, but an investment. The name engraved upon it will not save it. It is what one puts into one's bond that determines its character.

In a primitive state of society Liberty bonds were unknown. When the tribe made war the fighters went forth to fight and the rest lived on short rations and worked all the harder to feed, clothe and arm the fighting men, who while at war were unproductive.

That is still what it comes to.

But whereas the tribal warrior required only a few simple things—a spear, a shield, food and warmth—modern warfare requires a million things made in a million ways all over the earth. Its wants are supplied by industries wonderfully integrated. But more wonderful than any of that is the Liberty Bond as a token of the things you, the non-combatant, have done without in order to support the fighter.

If you say, "I will use only half as much sugar as usual; I will use no gasoline on Sunday; I will do with this old suit of clothes, and all of the money saved in this way I will put into a Liberty Bond," and do it, you help directly. There is more sugar and gasoline and cloth for the uses of war—just as much more as you do without—to the ounce, the gallon and yard.



A Message From Secretary Lane

(Requested by The Tribune)

Have faith in your country. Have faith in your Government. Remember that prophecies of evil always fail in the United States.

Whatever the temporary condition may be, the man who is the thoroughbred wins out.

We are but beginning to learn the art of co-operation in the United States. We have not exercised the powers as a government that can be exercised for the support and maintenance of the great industries of the country, which are its arteries, its hands and its feet.

Go out over the Western hills, and you will come back, as I have come back, without depression, with a heart full of confidence in the robust spirit, the manly determination and the fine idealism of our people, as well as in their ability to put at the service of the world the unending resources of this great continent.

FRANKLIN K. LANE

Nation Must Raise 2½ Billions More

Public and Private Business Is Halted While People Give Answer to Germany's Boast That Money Will Win the War

"EYES OF WORLD UPON US," SAYS SECRETARY M'ADOO

Minimum Will Easily Be Reached, but Hard Effort Is Needed to Bring the Total to Five Billions

This is Liberty Day, proclaimed by President Wilson. The success or failure of the Second Liberty Loan will be put to the test to-day.

Germany has just subscribed \$3,000,000,000 to her seventh war loan. The Kaiser has called this an omen of victory for German arms.

The Liberty Loan, which to-day hangs in the balance, will be the reply of America to this boast.

It is hoped to obtain a total of \$5,000,000,000 in subscriptions to the present loan. With but three and one-half days remaining to sell bonds, the nation must raise approximately \$2,500,000,000.

New York must raise \$685,000,000 to reach its goal of \$1,500,000,000.

An army of orators of national fame, corps of bond salesmen, both professional and amateur, and representatives of every branch of the military and naval service will engage in the final drive to obtain subscriptions to-day.

In New York more than 100,000 men and women will participate in a great pageant-parade in the interests of the loan. Practically every weapon being used on the European battlefronts—including a submarine, a British tank and a Caproni biplane—will be used in the offensive against residents of Manhattan who have not yet purchased a bond.

Business, both public and private, will be practically suspended throughout the country. The big financial exchanges and stock markets will close at noon, while the City Hall and other public buildings and enterprises will do no business during the day except such as will aid in the sale of bonds.

The demonstration began last night when Liberty watchfires leaped into flames the country over. Under the direction of the Women's Liberty Loan Committee the bonfires were lighted in every state in the Union.

At Washington a pile of fagots from historic spots in many states was lighted by a brand in the hand of Mrs. W. G. McAdoo, wife of the Secretary of the Treasury. Splinters from the President's boyhood home in Georgia, the Lincoln home in Illinois, Custer's headquarters in North Dakota, all sent tongues of flame skyward in defiance of a drizzling rain that failed to keep the entire capital from witnessing the impressive ceremony.

The final campaign will be an intensive one. Nothing short of a tremendous spurt will make the loan a complete success, in the opinion of the men who are directing the bond selling.

The day's intensive drive will be started at sunrise. From every quarter the watchword of the campaigners will be heard. It will take the form of an oft repeated, personal query: "Have you bought your Liberty bond yet?"

Western States Are Leading As Final Drive Begins

WASHINGTON, Oct. 23.—To-morrow, Liberty Day, by proclamation of President Wilson, the nation faces the test of determining whether the Second Liberty Loan of 1917 shall roll up an overwhelming success.

It faces the greatest day of the campaign with not more than half of the \$5,000,000,000 hoped for actually subscribed, according to careful estimates compiled by Treasury officials to-night. Two and one-half billion dollars, they estimate, must be obtained in subscriptions in the four days that remain.

The field force of 2,000,000 workers will be reinforced to-morrow by speakers, including members of the Cabinet, former President Taft, William J. Bryan, Speaker Clark and other nationally known orators.

Business will be wellnigh at a standstill throughout the nation to-morrow, except for the sale of Liberty bonds. Designated a national holiday by President Wilson, the day has also been made a holiday by Governors of the various states. Business houses and schools will be closed. Thousands of speakers will deliver addresses, and hundreds of thousands of new workers will join for the day the army of 2,000,000 solicitors already in the field.

Must Wake Up the Farmers

These workers will carry the call of the nation with special emphasis to the farmer. The farmers have been invited by the hundred thousand to come to town and attend Liberty Loan rallies, and workers also are going into the country to solicit subscriptions.

"Particular efforts are to be put forward," says the Treasury Department's statement to-night, "to obtain further subscriptions from farmers in the South and parts of the Middle